

Natl Med. Res. Planning&Placement **Republican National Comm- Rnc/ Issue**  
 815 Slaters Lane  
 Submission Number 237 Issue 1

Alexandra VA 22314



**WNCN-TV**

1205 Front St.  
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

**Orig**

Client: Republican National Comm- Rnc/ Issue	Submission Cost: 7025	Campaign Ref: E:120816133
Buyer: ..	Client/Product/Estimate: 20/442/3034	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 08/26/12	Weeks: 2	Order Ref: 06282874
Est./PO Number: 06282874	Contract type: Political	Business Type: POLITICAL
Associated Copies: No	Business Category: Transactional	

Product: Rnc	Booking Group: WNCN	Key Market: Raleigh-Durham, NC
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type		Rate	Spot Type		08/13	08/20	Total	c
1	M-F 530p Judge Judy ....F..	03		210	30	Nbr of Spots		1	1	
2	M-F 5p Judge Judy M.....	03		210	30	Comme		1	1	
3	Sat 7p News ....S.	01		175	30	Nbr of Spots	1		1	
4	Sat 7a Today Show ....S	02		250	30	Comme	Nbr of Spots	1	1	
5	Sun 6p News ....S	02		350	30	Nbr of Spots	1		1	
6	M-F 5p Judge Judy ....T...	03		210	30	Comme	Nbr of Spots	1	1	
7	M-F 530p Judge Judy ....T.....	03		210	30	Comme	Nbr of Spots	1	1	
8	M-F 5p Judge Judy ....W...	03		210	30	Comme	Nbr of Spots	1	1	
9	Mon 9p ET / 8p CT Stars Earn Stripes	04		2600	30	Nbr of Spots		4	1	1
Weekly Totals:								7	7	11
Total Spots(Ord Spots)										

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Est./PO Number:	06282874	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	C
	M.....			Comme				
10	Fri 8p ET / 7p CT Americas Got Talent	04		1500	30	Nbr of Spots	1	1
	...F..			Comme				
11	Sun 7p ET / 6p CT NBC Dateline Sunday	03		1100	30	Nbr of Spots	1	1
	.....S			Comme				

Weekly Totals:[Total Spots(Ord Spots)

Grand Totals

		Month 8 Weeks: 4	
		08/13	08/20
	Totals	11	4
Spots		7025	1875
Cost			5150

Grand Totals:

Spots:	11
Gross Total:	7,025.00
Commission:	1,053.75
Net Total:	5,971.25

REP HEADLINE# 6282874  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK 111  
HARRIS REPORT FROM STATION AUG16/12 15.2  
\*\*\* WNCN-TV \*\*\*

FAX# 703-516-9680

\$\$ APPROVED ORIGINAL REV#0 \$\$\$

ADV # \_\_\_\_\_ ADV. NAME ISS / RNC  
AGY # \_\_\_\_\_ AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

815 SLATERS LANE

ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6282874

PRDCT RNC \_\_\_\_\_ EST#3034 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG18/12 AUG24/12 WK-1

CITY TAX \_\_\_\_\_

STATE TAX \_\_\_\_\_

CO-OP BILLING NEEDED \_\_\_\_\_

DATE AUG16/12 15.22

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN #  
BUYER NAME TRACEY ROBINSON  
SALES PRSN WA- MICK NESCI (H)

CLASS: NATL. LOCAL REGIONAL

REP: NEW ORDER  
TTL \$7,025 @11X

PLEASE CONFIRM

THANKS SHOSHANA FOR MICK

STA: PL SEE MI FOR NEW OFFER

PLS ADVISE ASAP!

THX, CHERYL 8/16

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

REPUBLICAN NATIONAL COMMITTEE

STATION MAKEGOOD OFFERS:

MI UNRESL BUY#8 MISSED: SUN/900P-1100P AUG19 3.0S \$1,500.00 (AUG16/12)  
OFFER: FRI/800P-900P AUG24 3.0S \$1,500.00 PLS ADVISE.  
CMT: SPOT NA D/T PROGRAM CHG- MG BOOKED AMERICA'S GOT TALENT FRI 8/24  
CMT: PLS ADVISE

CONTRACT TOTAL \$7,025.00  
TOTAL SPOTS 11

REP HEADLINE# 6282874  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TELL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK 111  
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG16/12 15.2  
\*\*\* WNCN-TV \*\*\*

FAX# 703-516-9680  
CREDIT RISK 111  
HARRIS REPORT FROM STATION AUG16/12 15.2  
\*\*\* WNCN-TV \*\*\*

ADV #	ADV - NAME	ISS / RNC	REP. #	OFF. #	SALESMAN #
AGY #	AGY - NAME	NAT'L MEDIA RESEARCH PLANNING PLAC	BUYER NAME	TRACEY ROBINSON	SALES PRSN WA - MICK NESCI (H)
ORDER #	CONTRACT #	6282874	CLASS:	NATL.	LOCAL
PRDCT RNC	EST#3034	COMMENTS: (LINE, ORDER, INVOICE)			REGIONAL
FLIGHT DATES AUG18/12	AUG24/12	WK-1			
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG16/12	15.21

REP: NEW ORDER

TTL \$7,025 @11X

PLEASE CONFIRM  
THANKS SHOSHANA FOR MICK

CON CM \*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*

REPUBLICAN NATIONAL COMMITTEE  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$7,025.00  
TOTAL SPOTS 11



REP HEADLINE# 6282874  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG16/12 13.1  
\*\*\* WNCN-TV \*\*\*

LINE#:	REP	CD:	TIME	PERIOD	: LGTH	: SEC	: RATE	: START	: END	: SPTS:	WEEK	: DAYS	: TOTAL:	: SPTS:
3			900P-1000P		30		\$2,600.00	8/20	8/20	1		MON		1
	PROGRAM	:	STARS EARN STRIPES											
	RA35-64	:	4.0											
	CON COM1:		STARS EARN STRIPES											
4			700P-730P		30		\$175.00	8/18	8/18	1		SAT		1
	PROGRAM	:	NBC-17 NEWS-7											
	RA35-64	:	1.5											
	CON COM1:		NBC-17 NEWS-7											
5			700A-900A		30		\$250.00	8/18	8/18	1		SAT		1
	PROGRAM	:	SATURDAY TODAY											
	RA35-64	:	1.5											
	CON COM1:		SATURDAY TODAY											
6			600P-630P		30		\$350.00	8/19	8/19	1		SUN		1
	PROGRAM	:	NBC-17 NEWS-6											
	RA35-64	:	1.7											
	CON COM1:		NBC-17 NEWS-6											
7			700P-800P		30		\$1,100.00	8/19	8/19	1		SUN		1
	PROGRAM	:	DATELINE											
	RA35-64	:	2.6											
	CON COM1:		DATELINE											
8			900P-1100P		30		\$1,500.00	8/19	8/19	1		SUN		1
	PROGRAM	:	AGT											
	RA35-64	:	4.4											
	CON COM1:		AGT											
9			500P-530P		30		\$210.00	8/23	8/23	1		THU		1
	PROGRAM	:	JUDGE JUDY											
	RA35-64	:	1.0											
	CON COM1:		JUDGE JUDY											
10			530P-600P		30		\$210.00	8/21	8/21	1		TUE		1

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG16/12 13.1  
\*\*\*\*\* WNCN-TV \*\*\*\*\*

**AGREEMENT FORM FOR  
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

Station and Location:	Date:
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I, Jon Ferrell  
do hereby request station time concerning the following issue:

Republican National Committee- IE
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges:
----------------

This broadcast time will be used by: Republican National Committee- IE

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Barack Obama; President; 11-6-2012

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee- IE  
Anthony W. Parker, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7-12-12

Date



Signature

703-683-4877

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

---

Signature

Printed Name

Title